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"AN ANALYTICAL STUDY OF JOB SATISFACTION OF CO-OPERATIVE BANKS EMPLOYEES WITH SPECIAL REFERENCE TO LATUR DISTRICT"

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An Analytical Study of Job Satisfaction of Co-operative Banks Employees with Special Reference to Latur District

Introduction:

Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude- Thomas Jefferson

Our attitudes in workplace create impressions. In the busy workplace environment, attitudes and impressions are basic part of human nature and a common part of organizational work life. Impression & attitude at the workplace are essential and have a significant impact on growth and ability to reach one's maximum potential. Job satisfaction begins with our impressions of other's attitudes at the workplace.

When people think about "satisfaction," the words that come immediately to mind are happiness, peace, and pleasure. In the economic context, these words may actually have some truth in accordance to the term satisfaction. Employee job satisfaction has become a more important issue, such that it is being associated with improved productivity and more dignity towards work and growth of an enterprise. Job satisfaction has a strong influence on employee's attitudes in the work place. Job satisfaction is more associated with salaries and incentives, promotions, policies, rewards, nature of work, job Security, welfare and compensation, working condition, safety, social recognition, and personal growth etc.

Banks are veins of the economic system. The functioning of economic system depends on banking system and financial institutions. The proper co-ordination of savings and investment is done by banks. Development of different economic sectors depends on finance provided by banks. Investment decisions of banks determine the direction of investment in a country.

Ho Calvert: 'Co-operation is form of organization in which persons voluntarily associate together as human beings on the basis of equality for the promotion of economic interests of themselves"

The co-operative banking system forms an integral part of the Indian Financial System. It comprises urban co-operative banks and rural co-operative credit institutions. Co-operative banks in India are more than 100 years old. These banks came into existence with the enactment of the Agricultural Societies Act in 1904.These banks operate mainly for the benefit of rural areas, particularly the agricultural sector.

Urban co-operative banks (UCBs) - also referred to as Primary co-operative banks-play an important role in meeting the growing credit needs of urban and semi-urban areas of country. The UCBs, which grew rapidly in the early 1990s, showed certain weaknesses arising out of lack of sound corporate governance, unethical lending, and comparatively high levels of non-performing loans and their liability to operate in a liberalized environment. Accordingly, some of the weak UCBs have been ether liquidated or merged with other banks.

As per the study success of any organization is based on proper human resource management and development. Banks are also not exception for this rule. Banking system is totally depending on person to person contact/conversation i.e. between bank employees & customer. Working of banks is depending on their employees. Banking employees face directly to their customers every day. Thus, more part of success and failure of the banks are depending on how much the employees are satisfied? Are they happy with their work life? etc. Properly trained, qualified efficient and satisfied staff is required for banking services.

Study reveals that organizations must take care of their employees, the must provide good salary and incentives, job security, promotions, policies, rewards, nature of work, welfare and compensation, working condition, safety, social recognition, and personal growth etc.

Therefore study regarding job satisfaction will help to form new milestone for sea change in human resource development of co-operative bank employees.

History of Latur District

Latur district is a district in Maharashtra state of India. Latur city is the district headquarters and is the 16th largest city in the state of Maharashtra. The district is primarily agricultural. Urban population comprises 25.47% of the total population.

In the 17th century, it became part of the independent princely state of Hyderabad. Under the Hyderabad of Nizams, the tax system was reformed and many of the exploitative taxing practices were ended. In 1905 it was merged with surrounding areas, renamed Latur tehsil, and became part of Osmanabad district, which until 1948 was a part of Hyderabad Kingdom under the Nizams. The chief of Nizam's Razakar army Qasim Rizwi was from Latur. After independence and the merger of Hyderabad with the Indian Union, Osmanabad became part of Bombay Province. In 1960, with the creation of Maharashtra, Osmanabad was one of its districts.Because of the concerted efforts of Former Cooperation minister Keshavrao Sonawane and then newly elected member of assembly Vilasrao Deshmukh on 16 August 1982, a separate Latur district was carved out of Osmanabad district.

Latur district is in the Marathwada region in Maharashtra in India, located between 17°52' North to 18°50' North and 76°18' East to 79°12' East in the Deccan plateau. It has an average elevation of 631 metres (2,070 ft) above mean sea level. The entire district of Latur is on the Balaghat plateau, 540 to 638 metres from the mean sea level. Latur District is bound by Nanded District to the northeast; the state border with Karnataka to the east and southeast; Osmanabad District to the south-west; Beed District to the west; and Parbhani District to the northwest.

According to the 2011 census Latur district had a population of 2,455,543, roughly equal to the nation of Kuwait or the US state of Nevada. This gives it a ranking of 181st among the districts of India (out of a total of 640). The district had a population density of 343 inhabitants per square kilometer (890/sq mi). Its population growth rate over the decade 2001-2011 was 18.04%. Latur had a sex ratio of 924 females for every 1000 males, and a literacy rate of 79.03%. The primary language is Marathi, Kannada, Urdu; Telugu are other languages which are also spoken.

Administratively the district is divided into five subdivisions namely Latur, Nilanga, Ausa, Ahmadpur and Udgir, and further divided into ten talukas & ten Panchayat Samitis.

These are Latur, Udgir, Ahmedpur, Ausa, Nilanga, Renapur, Chakur, Deoni, Shirur Anantpal, and Jalkot. Latur city is the administrative headquarters of the Divisions district. There are around 945 villages & 786 Gram Panchayats in the district.

Summary of Co-operative banks Registered in Latur district

Sr.No.	Name of the bank	No. of Branches with head office Registered in Latur District
1.	Latur District Central Co-operative Bank, Latur.	116
2.	Dr. Shivajirao Patil Nilangekar Urban Co-operative Bank Ltd., Nilanga.	01
3.	Indira Mahila Nagari Sahakari Bank Ltd., Latur.	02
4.	Kedarnath Urban Co-operative Bank Ltd., Latur.	04
5.	Laxmi Urban Co-operative Bank Ltd., Latur.	05
6.	Maharashtra Nagari Sahakari Bank Maryadit., Latur.	05
7.	Mahesh Urban Co-operative Bank Ltd., Ahmedpur	08
8.	Saibaba Janata Sahakari Bank Ltd., Latur.	05
9.	Siddheshwar Sahakari Bank Ltd., Latur.	05
10.	The Latur Urban Co-operative Bank Ltd., Latur.	08
11.	The Sahyog Urban Co-operative Bank Ltd., Udgir.	04
12.	The Udgir Urban Co-operative Bank Ltd., Udgir.	02
13.	Vikas (Vilas) Co-operative Bank Ltd., Latur.	07
14.	Yashwant Nagari Sahakari Bank Ltd., Latur.	01
15.	Yeshwant Urban Co-operative Bank Ltd., Udgir.	06
Total		**179**

Source: https://rbidocs.rbi.org.in/rdocs/Content/pdfs/nonschedulecoop.pdf

And www.ldccbank.com

Review of Literature

1. Dr. A. Thangaswamy (July 2016) – in his study JOB SATISFACTION IN STATE BANK OF INDIA stated that it is interesting to find that in the study area none has negatively scored. It indicates that employee working in State Bank of India in Kanyakumari district is totally satisfied in their jobs.

2. Mrs. C. Sumitha & Dr. R.Padmaja (July 2017) - Work condition at bank and promotion in bank. Job satisfaction was analysed threadbare with respect to designation, work experience and educational qualification of respondents. The insights gained by this differential analysis have brought out areas of improvement and has given a clear path to personnel managers to improve Job satisfaction among Indian Bank employees.

Statement of The Problem.

Human resource plays an important role in service sector like banking. Working of banking sector is totally depending on their employees. Satisfied staff is prime asset of any organization, their better physical and mental health, motivation level, job involvement, interest in work life contributes to the development of organization.

Co-operative banking plays very important role in economy of Latur district. Its growth and development contributes in overall development of the district. Hence, it is necessary to find out the job satisfaction level of the employees working in the co-operative banking sector. There are various issues regarding job like, personal problems of employees, health related problems, family problems, social issues, demographic factors etc. In co-operative sector there is co –existence of Government and Private sector. Therefore it is crucial to study work life of co-operative bank employees, their problems and prospects, motivation level etc.

Hence, the present study tries to get an insight into job satisfaction in terms of salary and other benefits involved with the job and job involvement of bank employees of the co-operative sectors. The study tries to examine the impact of the various factors on job

satisfaction, the determinants of job satisfaction, the perception, aspiration and quality of work life of the bank employees of Latur district.

Need and Significance of the Study

India is gifted with wide/large number of human resource available for work. Human resource is valuable and most important asset for the success of any industry of organization. This type of human resource cannot be mentioned in the books of accounts but nothing is possible to achieve in business or commerce without human resource.

In any organization human resources are called as employees they must highly qualified & efficient as per the requirements of job profile. But only qualified staff is not sufficient to achieve success and face problems, there is requirement of satisfied employees. Highly satisfied employee works with full dignity and contribute to achieve rapid development. The satisfaction of employees can be achieve through changing organizational, environmental, personal and demographic factors like- salary, advancement, recognition, good working condition, promotion, stability of job, additional perks, motivation etc. Co-operative banking must be developed and this development can only be achieved by fully satisfied & efficient employees.

The present study is important to identify satisfaction level of co-operative bank employees. Co-operative banks are veins of Indian financial system. Most of the rural & sub urban areas are depending on co-operative banking. In co-operative banks various employees are working, the study aims at finding their job satisfaction level. The study will helpful to do sea change in work life of co-operative bank employees and also be helpful to co-operative banks, to the people who has connected with co-operative banking system as well as contribute to the development of Indian financial system through employee strengthening.

Hence, this study is very important to identify deprived areas of study of job satisfaction level of co-operative bank employees in Latur district which are never could be considered by the people, society and researchers.

Objectives of the Study

1. To study satisfaction level of co-operative bank employees in Latur district.

2. To study need and importance of job satisfaction of the bank employees.

3. To find out factors that determines the level of job satisfaction in Latur district in co-operative banking sector

4. To understand the work life of co-operative bank employees.

5. To analyse job satisfaction of various co-operative banks in Latur district.

6. To measure and compare overall quality of work life in co-operative banks in Latur district.

7. To study different aspects of job satisfaction i.e. Organizational, Environmental & Demographic and Personal

8. To study problems of co-operative bank employees in Latur district.

9. To offer suggestions to improve level of job satisfaction of co-operative bank employees based upon the present study.

Hypothesis of the Study

1. There is significant difference between job satisfaction level of employees in Urban and Rural areas.

2. There is significant relationship between organizational factors, environmental factors and personal factors with level of job satisfaction.

3. The more favourable organizational factors the more satisfaction of employees will be.

4. The organizational factors affect the job satisfaction of employees more than other factors.

5. The more favourable personal factors the more satisfaction of employees will be.

Scope of the Study

In India 1490 Non-Scheduled Urban Co-operative banks are working till 04th April 2019, from which 14 banks are working in Latur district with approximate 60 branches and One (01) District Central Co-operative Bank (DCCB) having 116 branches spread across the Latur District. The detail scope of the study includes the following-

1. Geographical Scope:

The study will be undertaken in Latur district only. Latur district includes 10 talukas. This can be done effectively at micro level in each taluka of the district. It will give full justice to the research study and job satisfaction level can be examined more deeply.

2. Operational scope:

Near about 179 branches of different Co-operative banks are working in the Latur district. Hence, large number of employees is working in co-operative banking sector in the Latur district. The proposed study will involve selected branches of each Co-operative bank at three level Viz. Officers, Clerks and Support staff.

Limitations of the Study:-

The present study is having following limitations:-

1. The study will be conducted only in the geographical boundaries of Latur district.

2. The research is related to the Job satisfaction of co-operative bank employees of Latur District Central Co-operative Bank and Non-Scheduled Urban Co- operative Banks registered in Latur district only

3. Conclusions drawn will be based on responses from sample respondents only.

4. No comparative study will be done between job satisfaction of co-operative bank employees with any other Public Sector or Private Banks.

Research Methodology

1. Data Collection:

There are two types of data that will be collected for the purpose of research work/study. Following are the details-

A. Primary Data:

Mainly Survey method will be used in the form of structured questionnaire. Data will be collected from the employees working in co-operative banks in Latur district at three levels Viz. Officers, Clerks and Support staff.

B. Secondary Data:

Secondary data will be collected through published sources such as journals, internet websites, magazines, books, e-books, government reports (If any), annual reports (If applicable), and existing surveys etc.

2. Research Method/Approach:

Study will be done through Survey Method because survey method is most suitable, most common and easy to analyse and interpret results for this type of research study and emphasis on primary data will be more than the secondary data.

3. Sample Design:

There are **15** co-operative banks (Registered in Latur district) having **179** branches altogether functioning in Latur district. There are approximately **2500** employees working in co-operative banking sector in Latur district. For the purpose of primary data collection, **450** employees from these co-operative banks employees will be selected randomly. A simple random sampling technique will be adopted to select employees from Latur District Central Co-operative Bank and non-scheduled co-operative banks

4. Research Instruments and Statistical Tools to be used:

The questionnaire will be the main research instrument adopted for collection of data in this research study. Structured questionnaire will be framed under the guidance of research supervisor. Questionnaire will consists of close ended questions. The questions will be fabricated and modified in association with job satisfaction survey.

Analysis of primary data will be done with help of various statistical tools like percentage analysis, correlation analysis, chi-square test, T-test, ANNOVA (If applicable), and data will be presented with the help of tables, pie charts, graphs, bar diagrams etc.

Scheme of the Chapter

Sr. No.	Name of the Chapter
1	Introduction to Co-operative Banking
2	Research Methodology
3	Review of Literature & Profile of Latur District
4	Job Satisfaction in Co-operative Banking
5	Analysis and Interpretation of Data
6	Problems of Co-operative Bank Employees in Job Satisfaction
7	Findings, Conclusions and Suggestions

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